



WPTV

ORDER

Print Date 11/02/12

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Flight Dates 11/03/12-11/04/12

Contract / Revision 316501 /

Original Date / Revision
11/01/12 11/01/12

Advertiser FDP - 3 Pack Abruzzo, Sach:

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Product

Florida Democratic Party

Agency Com 15%

Billing Contact Pam Newby

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1420 - add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	20	\$14,088.75	\$16,575.00	0.00
Totals	20	\$14,088.75	\$16,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/04/12	20	\$14,088.75	\$16,575.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	11/03/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1		\$850.00		0.00					
N 2	WPTV	11/03/12	11/04/12	NBC Saturday Prime Movie	CM	8-11p (9:00 PM-11:00 PM)	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		2		\$425.00		0.00					
N 3	WPTV	11/03/12	11/04/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00



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Contract / Revision **316501** Flight Dates **11/03/12-11/04/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1420 - add**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	11/03/12	11/04/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$1,400.00		0.00						
N 4	WPTV	11/03/12	11/04/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
Week:		10/29/12	11/04/12	-----S-	1		\$1,350.00		0.00						
N 5	WPTV	11/03/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
Week:		10/29/12	11/04/12	-----S	1		\$500.00		0.00						
N 6	WPTV	11/03/12	11/04/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
Week:		10/29/12	11/04/12	-----S	1		\$1,450.00		0.00						
N 7	WPTV	11/03/12	11/04/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
Week:		10/29/12	11/04/12	-----S	1		\$3,500.00		0.00						
N 8	WPTV	11/03/12	11/04/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
Week:		10/29/12	11/04/12	-----S	1		\$1,000.00		0.00						
N 9	WPTV	11/03/12	11/04/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
Week:		10/29/12	11/04/12	-----S-	1		\$400.00		0.00						
N 10	WPTV	11/03/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00						
N 11	WPTV	11/03/12	11/04/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
Week:		10/29/12	11/04/12	-----S-	1		\$725.00		0.00						
N 12	WPTV	11/03/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
Week:		10/29/12	11/04/12	-----S	1		\$500.00		0.00						
N 13	WPTV	11/03/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
Week:		10/29/12	11/04/12	-----S	2		\$425.00		0.00						
N 14	WPTV	11/03/12	11/04/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	1	\$600.00	FX	0.00	NM	1	\$600.00
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
N 15	WPTV	11/03/12	11/04/12	Su 12-1215x 5 Sports Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Week:		10/29/12	11/04/12	-----S	1		\$600.00		0.00						



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Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1420 - add**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	11/03/12	11/04/12	Su 12-1215x 5 Sports Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$600.00		0.00			
N 16	WPTV	11/03/12	11/04/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$100.00		0.00			
N 17	WPTV	11/03/12	11/04/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$100.00		0.00			
Totals														20	\$16,575.00